

\$18+ Billion IT and Consulting Organisation
Scales **Global Branding** and **Lead Generation**
Efforts With B2B Sales Arrow's End-to-End
Event Solutions





ABSTRACT

With 70% Hot Leads from 80% of accounts with annual revenue exceeding \$1 billion, Team B2B Sales Arrow establishes its excellence in delivering comprehensive event solutions for a multi-billion-dollar IT and Consulting Organisation. The results surpassed the Client's target by a staggering 210%.

B2BSA's end-to-end event solutions included state-of-the-art Booth Design and Production, On-ground Lead Generation, and Attendee Engagement and Experience Creation.

Our unique proprietary solution, Active Prospecting, secured 60+ Sales-Qualified Meetings with highly-targeted Key Decision-makers from marquee organisations within the aviation industry.



Client Bio

A \$18 Billion Global IT and Consulting organisation with a 45-year-old legacy of service excellence, enabling clients across 60+ countries to navigate their digital transformation.



ABOUT WORLD AVIATION FESTIVAL

An award-winning tech conference that unites industry leaders, airlines, airports, and executives in software, services, marketing, and distribution. With over 150 technology partners exhibiting, stakeholders can explore digital transformation, optimise customer touchpoints and conduct product testing, technology comparisons, and competitor analysis.



CLIENT REQUIREMENTS

- **Booth Design & Production:** An top-notch booth design sporting theme-based internal and wall graphics highlighting the Client's brand, with dedicated meeting spaces.
- **Attendee Engagement and Experience Creation:** Through an interactive photo booth and conceptualised theme-based giveaways.
- **Intensive On-ground Lead Generation:** To secure 20 Sales-Qualified Meetings with Key Decision-makers from the aviation sector accounts with a minimum revenue of \$500 Million and above.
- **Post-event Engagement:** With a sumptuous cruise cocktail party.



PROJECT CHALLENGES

- **Organiser-Induced Delay:** Our booth production team experienced time constraints due to organisers delaying entry, impacting the completion schedule.
- **Prospects' Agenda Shift:** A last-minute change in the prospects' agenda prompted a strategic overhaul of our lead generation approach.



SOLUTIONS DELIVERED

- **Database Development:** An extensive database of 2000+ prospects perfectly matching the Client's Ideal Customer Profile.
- **Pre-event Meeting Setup:** Pre-qualified appointments with the Client's targeted Key Decision-makers within the prospective organisations.
- **On-ground Lead Generation through Active Prospecting:** Secured 100% Sales-Qualified Meetings with highly-targeted Key Decision-makers perfectly matching the Client's Ideal Customer Profile.

In addition, Team B2B Sales Arrow provided the client's sales team with a comprehensive matrix, including

- Meeting schedules
- Executive profiles (Function, Designation, Seniority & Social Profiling), and
- Company profiling (Industry, Organization, Revenue, Geography)

Furthermore, our on-ground lead generation specialists carefully documented meeting notes to facilitate a more personalised lead nurturing program.

To enhance our prospecting and promote cultural and gender diversity within our business, we enlisted the expertise of a Senior European Technical Sales Professional proficient in five languages.



- Event Booth Design and Production:** A visually striking booth design that fulfilled the client's vision, leading to a notable surge in lead generation, attendee growth, and an impressive brand presence.
- Attendee Engagement & Experience Creation:** Eco-friendly giveaways reinforced the brand's sustainable business practices at the event. The visually appealing items attracted attendees, enhancing the brand's reputation for excellence.
- Post-event Engagement:** Team B2BSA orchestrated a cruise cocktail party in Amsterdam, which proved to be a significant highlight, elevating the overall attendee experience to an unprecedented level.
- Post-event Video Production:** The event management team, B2BSA, expertly captured pivotal moments of attendee participation, compiling them into a compelling video that earned high appreciation from the esteemed client.



RESULTS

Direct Impact On The Sales Pipeline



210%

**Overshot The
Client's Target By**



70%+

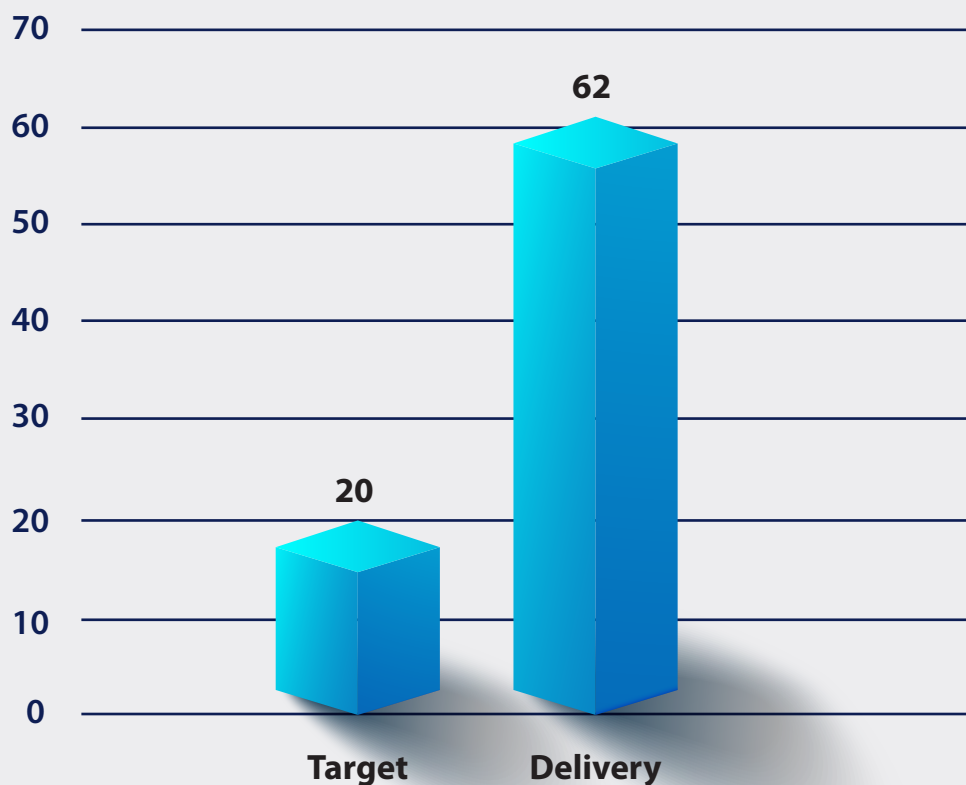
**Hot & Warm
Leads**



80%

**Accounts With Annual
Revenue Exceeding \$1 Billion**

Target vs Delivery



Exceeding the client's objectives by an astounding 210%, the event showcased Team B2B Sales Arrow's finesse in delivering end-to-end event solutions. Despite the challenges, the team's proactive measures ensured a seamless experience, securing an impressive 70% Hot & Warm leads from 80% of accounts with annual revenues surpassing \$1 billion.



ABOUT B2B SALES ARROW

B2B Sales Arrow is a fast-growing value-based organisation driven by ten core values as its most prized possessions. Based out of New York/Bangalore, the organisation is a globally trusted research-based Marketing Technology company with specialisation and a proven track record in



Global Events
(In-person, Virtual, & Hybrid)



Lead Generation



Active Prospecting
(On-ground Lead Generation)



Global Contact Discovery Solutions



Custom Market Research



Corporate Media Production



Social Analytics



Advanced Digital Solutions

Thriving on a passionate workforce of 60+ sharp professionals, Team B2B Sales Arrow assists multi-billion-dollar organisations in carrying out their End-to-End Lead Generation, Booth Design & Production, and Branding initiatives at global benchmark events such as



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